

Mandeep Kaur

DIGITAL DESIGNER

Experience

IMAGE CONSCIOUS STUDIOS 06/23 - PRESENT

Arboretum

Developed creative directions and UI for Arboretum’s digital platform, then adapted the brand system for a more clinically focused companion site.

Spero Therapeutics

Established a visual direction and defined UI pages to support evolving scientific messaging and brand storytelling.

Innovive

Designed capabilities presentation and event booth visuals that translated company messaging into a clear and engaging visual system.

nChroma Bio

Created scientific illustrations and visuals to help communicate complex science clearly for client facing presentations.

IDRx

Refreshed the visual identity and translated the updated brand direction into UI pages for a precision oncology company.

INDEPENDENT CLIENT WORK 09/24

Recon Response

Shaped branding and a UI system to reflect client goals and company positioning.

Overview

I’m a multidisciplinary designer with a background in fine arts and visual design. I’m drawn to thoughtful work and enjoy finding ways to make complex ideas feel simple.

Education

UMASS AMHERST

Bachelor of Fine Arts

LESLEY UNIVERSITY

UX/UI Design Studies

Skills

TOOLS

Figma
Framer
Adobe CC

DESIGN FOCUS

Visual Design
Interface Design
Wireframing
Prototyping
Information Hierarchy
Concept Development

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